

**CITY OF MONTEREY PARK
ECONOMIC DEVELOPMENT ADVISORY COMMISSION**

REGULAR MEETING

Wednesday, October 14, 2015 - 7:00 PM

AGENDA

MONTEREY PARK CITY HALL - ROOM 251 – SECOND FLOOR
320 W. NEWMARK AVENUE, MONTEREY PARK, CA 91754

- 1) Call to Order
- 2) Roll Call
- 3) Public Comment

Members of the public are encouraged to speak on matters of concern to the Economic Development Advisory Commission. Members of the public can also speak to individual agenda items during the time of their presentation.

- 4) Agenda Changes, Deletions or Postponements

Commissioners may request changes relating to the order of agenda items, request postponements or deletions.

- 5) Review and Approval of the minutes for August 12, 2015 and the September 9, 2015 meetings

- 6) New Business

- a) Update and discussion on information requested by EDAC members at September 9th meeting with regards to the demographics of the city.
- b) Distribute next assignment for the purpose of creating an Implementation Plan in relation to the Strategic Plan.

- 7) Adjourn

Commission Members:

Reginald "Reggie" Shum, Dominic A. Lombardo, Theresa Garcia Amador, Patricia M. Reichenberger, Delario M. Robinson

Economic Development Advisory Commission (EDAC)

Meeting Minutes

Regular Meeting

August 12, 2015

Present: Reggie Shum, Dominic Lombardo,
Theresa Garcia Amador, Patricia Reichenberger,
Delario Robinson

Michael Huntley, Director of
Community & Economic
Development

Absent: none

Called to Order at 7:08 p.m.

Addition to Agenda: Election of Chair and Vice Chair
Mr. Shum motioned to make Pat Reichenberger, Chair and Teresa
Amador, Vice Chair; Seconded by Dominic Lombardo;
Passed Unanimously

Public Comments: None; the Commission made comments

Review and Approval of July 7, 2015 minutes: Motion to Approve: Dominic Lombardo
Second: Reginald Shum; Passed with 1 abstain
from Pat Reichenberger

Mr. Huntley provided an update on projects in the city and the South Garfield Specific Plan (Plan) with regards to community outreach and schedule for adoption.

Ms. Ramirez updated the Commission on efforts to create a BID in the South Garfield area.

Mr. Huntley updated the Board on creating a implementation plan for the Strategic Plan. Mr. Huntley provided a history on how the Plan was developed and it's purpose. He stated that the Plan had no implementation component and that the Plan had not been formally adopted by the City Council but that it contained some very good information.

Mr. Huntley also provided an update on the current economic climate and the number of retailers/restaurants wishing to come to Monterey Park.

Ms. Ramirez handed out binders for each member that included the Plan and a work plan to assist them with reviewing the document. In addition, Ms. Ramirez provided information on the work plan and the process for future meetings that would help get through the document.

The request was made to place Dave Barron on the agenda. Mr. Barron had made the request to staff. Also, Today611 wishes to address the EDAC.

Adjourned at 8:35 pm

Approved on: _____

Donna M. Ramirez
Economic Development Specialist

Economic Development Advisory Commission (EDAC)

Meeting Minutes

Regular Meeting

September 9, 2015

Present: Reggie Shum, Dominic Lombardo,
Theresa Garcia Amador, Patricia Reichenberger,
Delario Robinson

Michael Huntley, Director of
Community & Economic
Development

Absent: Donna M. Ramirez

Called to Order by Patricia Reichenberger at 7:05 p.m.

Public Comments: None; the Commission made comments

Commissioner Reichenberger would like to report to the City Council on a quarterly basis. Mr. Huntley stated that he would check with the City Manager.

Commissioner Amador would like the city to investigate the Air B & B and see if there is any leakage in TOT as a result of this type of business. Staff said they will investigate and report back.

New Business

Chapter 6 covered by Commissioners Reichenberger and Amador. The following are their comments:

1. The data is old and needs to be updated.
2. They would like the city to consider an addendum to the Strategic Plan.
3. Would like to get the projected TOT for the 3 proposed hotels (AG, Double Tree and Marriott).
4. What is the revenue generated by the Atlantic Times Square?
5. Who are the top 10 sales tax generators in the city?
6. Who are the major employers in the city?
7. What is the average household income?
8. Would like more information on the 13 commercial areas identified in the strategic plan.

Chapter 7 covered by Commissioner Robinson. He provided a summary of this chapter. We should improve the city's transportation system and walkability. The city should improve the walkability of the Potrero Grande and McCaslin Park areas.

Chapter 8 covered by Commissioners Shum and Lombardo. They suggested that the city should work on increasing our sales tax revenue. Since the demographics are changing to second and third generations, we should focus on the younger generation and their buying power. The city should invest more time in educating the general public; specifically, as to the way to manage and pay their fair share of business tax. We would also need to create a better public private partnership thereby improving the community. (Have a hard copy of key points and comments from Commissioner Shum).

Recap – will provide answers to their questions at the next meeting.

Adjourned: 8:38 p.m.

Approved on: _____

Donna M. Ramirez
Economic Development Specialist